paseo MEDIA

Travel · Culture · Leisure

MEDIA KIT

2026

Six websites, an in-house newsroom and a Czech audience that comes to us to plan weekend trips, cultural outings, holidays and longer stays. Since 2004.

Vyletnik.cz

Kdykde.cz

Rodinnevylety.cz

Ziju.cz

Tipynavylet.cz

Holiday.cz

A Czech media network for travel, culture and leisure

PASEO MEDIA brings together six Czech websites covering days out, cultural events, family activities and lifestyle. Our own newsroom creates the content, and we distribute it across our websites, social media, newsletters and Seznam.cz. Czech readers come to us for a day out, but also to plan weekends, school holidays, longer stays and trips abroad. We put your brand in front of them while they are deciding where to go.

6

websites we own

Websites, newsroom, sales and operations are all in-house. We are a publisher, not a reseller.

Seznam.cz

on the Czech homepage

Seznam.cz is the largest Czech homepage. Its newsfeed picks up articles from four of our sites every day.

Prague

newsroom and studio

Editors, photographers and video producers. Vyletnik.cz is a registered periodical, ISSN 1802-1786.

OUR STORY

1997
Holiday.cz launches, now the oldest site in the network.

2004
We start building our own network of websites.

2006
Vyletnik.cz goes live.

2008
Kdykde.cz, Rodinnevylety.cz and Tipynavylet.cz join the network.

2026
Agentura Paseo becomes PASEO MEDIA.

TRUSTED BY

selected clients

The network in numbers

Traffic data from Google Analytics 4. Every figure shows the period it covers.

4.3M
visits
Vyletnik, Kdykde, Rodinnevylety, Tipynavylet · 1 Jan – 6 Nov 2026

8.7M
page views
same 4 websites · 1 Jan – 6 Nov 2026

13M+
ad impressions
across our websites · Jan – early Nov 2026

97%
from search or direct
50% search, 47% direct · 2026

155,000+
Facebook followers
across the pages of all six websites

2.3M
people in our retargeting pool
per year · Sklik (Seznam), Google, Meta

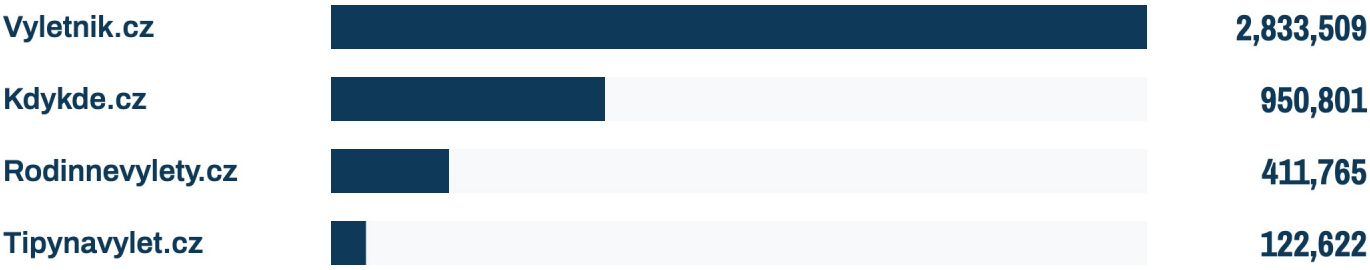
20,000+
registered users
GDPR-compliant opt-in contacts

3,500
schools in our database
primary and secondary schools across Czechia

45%
in upper income groups (A–C)
Vyletnik.cz visitors · Netmonitor, the Czech internet audience survey

VISITS BY WEBSITE

GA4 · 1 Jan – 6 Nov 2026



SEASONALITY 2026

Vyletnik.cz
Peaks in June and August, with over half a million visits a month.

Kdykde.cz
Strongest in May, around three times a typical month.

Rodinnevylety.cz
Peaks in February–March and again in October.

Vyletnik.cz

since 2006 · trips and travel

Our flagship: the go-to guide for day trips, weekends and holidays in Czechia and abroad.

3.3M visits a year · 2026 estimate	**11.8M** ad impressions · 2026 estimate	**96.7%** engaged sessions · 2026
160+ new posts a month	**avg. 62** articles a month in the Seznam.cz newsfeed	**115,000** Facebook followers · 2,400 on Instagram

AUDIENCE

People planning a weekend, school holidays or a longer break. Largest age group 45–54 (2025); most live in cities of 50,000+.

TOPICS

Days out, castles and chateaux, lookout towers, hiking and cycling routes, museums and galleries, places to stay. Four quizzes a week.

Kdykde.cz

since 2004 · culture and events

Czechia's nationwide events calendar, used as a source by other media.

1.1M visits a year · 2026 estimate	**14,000** events listed across all 14 Czech regions	**98.2%** engaged sessions · 2026
380,000 readers referred by Seznam.cz	**2.5M** ad impressions · Jan–Nov 2026	**30,000** Facebook followers · 1,300 on Instagram

AUDIENCE

Looking for a concert, exhibition or festival in their region within the next two weeks. 65% women, largest age group 45–54, 64% on mobile (2025).

TOPICS

Concerts, theatre, exhibitions, festivals, markets and fairs, family events, food events.

Families, routes, city life and holidays

Four more websites that extend our reach to families with children, hikers, city dwellers and holidaymakers.

Rodinnevylety.cz

since 2006 · families

Family days out and things to do with kids.

485,000
visits a year · 2026 estimate

5,000
Facebook followers

Parents looking for weekend and holiday plans, events, competitions and family-friendly places to stay. 69% of visits come from search.

Trips with kids · castles · family events · games and competitions

Tipynavylet.cz

since 2006 · trip ideas

Routes and walking tips for a day out.

144,000
visits a year · 2026 estimate

4,200
Facebook followers

An open database of trip ideas, partly written by the readers themselves. A loyal audience: 79% of visits are direct.

Trip ideas · sights · hidden gems · readers' stories

Ziju.cz

since 2007 · lifestyle

Online lifestyle magazine on food, culture and city life.

95,000
visits a year · 2026 estimate

Seznam.cz
newsfeed source

Readers of a lifestyle magazine covering culture, wellbeing and free time.

Lifestyle · entertainment · travel · shopping

Holiday.cz

since 1997 · holidays

Holidays in Czechia and abroad.

15,000
visits a year · 2026 estimate

1997
our oldest website

People choosing a destination and a package holiday. Holidays are sold through an affiliate partnership with Invia.

Holidays · package tours · destinations · travel features

Social media and direct reach

Your content doesn't stop at the website. We push it to our community on social media, by email and through targeted ads.

FACEBOOK

155,000+

followers across our Facebook pages

Vyletnik.cz	115,000
Kdykde.cz	30,000
Rodinnevylety.cz	5,000
Tipynavylet.cz	4,200
Holiday.cz and Ziju.cz	1,150

Sponsored Facebook post

54 posts for around 25 clients, April – November 2026

10,400
average impressions per post

7,400
people reached on average

20×
the reach of an unpromoted post (median)

6 in 10
posts reach more than 5,000 people

30,000
impressions for our best single post

27,000
impressions for a ticket giveaway

Figures are indicative and not a guarantee of results.

INSTAGRAM

3,700

followers across 3 profiles. Reels and Stories with paid promotion.

YOUTUBE VYLETNIK.CZ

69

trip videos; top videos reach up to 11,000 views (November 2026).

RETARGETING

2.3M

people a year who read about trips and culture with us. Via Sklik (Seznam), Google and Meta.

NEWSLETTER

20,000+

GDPR opt-in subscribers. Weekend Tips newsletter (in Czech) every Thursday, one advertiser per issue.

SCHOOLS DATABASE

3,500

Czech primary and secondary schools. Mailings timed for the school-trip seasons in autumn and spring.

SEZNAM NEWSFEED

4 sites

feed content to the Seznam.cz homepage, reaching readers beyond our own websites.

Formats and services

We combine formats into campaigns built around your goal: reach, performance, brand or engagement.

DISPLAY

Network-wide display
Floating and large-format banners across all our websites at once, including mobile and sticky units.

Site takeover
Your brand as the background of a website or section. From one week, one partner per site.

Featured event and Pick of the Week
A dedicated box on the Kdykde.cz homepage and all subpages for one week. Limited slots.

Top 3 slot in the events calendar
Priority placement in the Kdykde.cz events calendar for one month.

Section or topic sponsorship
Your logo on every article in a topic or region, such as Trips with Kids or the Krkonoše mountains.

Backlinks
A homepage link for one month or a permanent link in a sponsored article. Good for visibility and SEO.

VIDEO AND PHOTO

Video
A video profile or video article, shot by our team and published on our websites, YouTube and social media.

Photo story
A photographer at your event or destination. You get a licence to use the photos on your own channels.

CONTENT

Sponsored article
An article about your destination or event, written by our editors. It stays online permanently and is shared on Facebook.

Annual listing
A year-round profile of your venue with gallery, map, contact details and a link to your website.

Branded quiz
An interactive quiz on your theme. Quizzes are our most-read content, and our editors write the questions.

Competition
On our websites and Facebook, with opt-in lead capture. We handle the rules and prize fulfilment.

Monthly events listing
Up to 30 of your events a month in the Kdykde.cz calendar, entered by our editors.

EMAIL AND SOCIAL

Weekend Tips newsletter
Every Thursday to 20,000+ subscribers. Your article or banner.

Dedicated email
An email featuring only your offer, sent to our users or to 3,500 schools.

Posts on our social profiles
Posts, videos and Reels with paid promotion on our Facebook and Instagram pages.

Retargeting our audience
Ads shown to people who read about trips, culture and leisure on our sites.

Tell us your goal and we'll send a tailored plan and rate card. Materials can be in English; our editors write the Czech copy.

sales@paseomedia.cz

YEAR-ROUND PARTNERSHIP

PASEO 360

A full year of content, distribution, video and reporting on Vyletnik.cz and Kdykde.cz, in one plan. We take on only 3–5 brands a year.

4M+	24	6	2
premium ad impressions	editorial pieces	dedicated emails	professional video shoots

WHAT'S INCLUDED

Premium display	Site takeover plus 300 × 300 and 300 × 600 floating units, more than 4 million impressions in total.
Content every month	24 articles or featured events a year, two each month, promoted in our newsletter and on Facebook.
Email	6 dedicated emails, every other month, to 20,000+ opt-in contacts.
Video and photo	2 shoots, each with a main video of about 2 minutes, plus 2 visits by a photographer and editor. Around 60 photos a year.
Microsite	2 premium microsites on Vyletnik.cz and Kdykde.cz, featured all year in the Special Projects section.

HOW IT WORKS

01	02	03	04
Kick-off meeting about an hour	**Annual plan** draft within two weeks	**Reporting** monthly	**Plan review** every quarter

Pricing on request · quarterly invoicing available

sales@paseomedia.cz

Technical specifications

5 working days
to deliver materials before launch

14 days
after ordering to confirm your start date

Mondays
campaigns go live; newsletter on Thursdays

FORMAT	SIZES AND FILES	COPY AND LIMITS
Banners	468 × 60, 300 × 300, 300 × 600, 728 × 90, 970 × 90, 980 × 120, 1000 × 210 px · JPEG, PNG, GIF · 72 dpi (plus 108 and 144 dpi for Retina)	max. 150 kB · landing URL with UTM tags · third-party tags must be Google Ad Manager compatible
Site takeover	desktop 2000 × 1400 px (visible area 1366 × 720 px), mobile 750 × 235 px · JPEG, PNG, GIF, no transparency	desktop max. 500 kB, mobile max. 50 kB · text on max. half the area · 100 px safe zone · not shown on Kdykde.cz mobile
Sponsored article	1–5 photos 1024 × 768 px, jpg, png · video article mp4 max. 90 MB	headline max. 65 characters · body max. 2,400 characters · up to 3 links
Annual listing	1–10 photos 1024 × 768 px, jpg, png · address, contacts, GPS coordinates, optional logo	name max. 65 characters · about 2,100 characters of text · 1 link · materials within 5 working days of ordering
Featured event, Pick of the Week	1–10 photos 1024 × 768 px, landscape cover photo without text	title max. 65 characters · text max. 1,400 characters · 1 link · date and venue required
Event listing	1–3 photos 1024 × 768 px, jpg, png	title max. 65 characters · 400–1,400 characters, no links · venue, date, time, price and ticket link
Video profile	video of about 2 minutes · up to 10 photos 1024 × 768 px	title max. 65 characters · text max. 1,400 characters · 1 link · briefing questionnaire first, then the shoot
Competition	photos and logos JPG, GIF, max. 150 kB · organiser details (company name, address, company ID)	text up to 200 characters · 1 question · runs at least 14 days · one competition per site at a time · prizes 3 days before the draw
Newsletter	A: banner 600 × 180 px · B: image 300 × 200 or 480 × 300 px plus text · JPG, GIF, max. 150 kB	headline max. 50 characters · text up to 150 (max. 220) characters · no all caps · sent on Thursdays
Dedicated email	ready-made HTML (HTML or JSON import) or our template built from your materials · images JPG, GIF	graphics max. 500 kB in total · text max. 1,400 characters · subject up to 50 characters · no JS, forms or background images

Character limits apply to the final Czech copy. Send materials to **podklady@paseomedia.cz**

What our partners say

Town of Tábor

"For us, working with Paseo has long meant high-quality, hassle-free promotion. Their editors write engaging copy, secure top placement for our key events and back it all up with newsletters and targeted social ads. It saves us a great deal of time and resources.

Ing. Michaela Kalousková · Tourist Information Centre

Hotel Zátiší

"We like that they present Hotel Zátiší as part of a whole stay in the Krkonoše mountains – not just a place to sleep, but part of the experience."

Lenka Štálíková · Sales Manager

Píseckem, s.r.o.

"Travellers who use their websites have become a major visitor group for us, which has helped tourism grow here in South Bohemia."

Michal Jánský · Managing Director

Liberec Zoo

"Paseo keeps up a high standard of service, flexibility and friendly communication. They keep track of every deadline for you, which is priceless for a busy zoo marketing team."

Ing. Marta Dostálová

City of České Budějovice

"Alongside our advertising, they also produced a tourism video about the city, and it turned out really well."

Michaela Kůrková · Culture and Tourism Department

Superland Family Park

"As an indoor venue, we are quieter in summer. Their websites help us bring in visitors all year round."

Martin Růžička · Marketing Manager

Magic Theatre and Museum of Fantastic Illusions

"I value our long, professional partnership, the attractive offers and above all the personal approach, fully focused on our target audience."

PhDr. Pavel Kožíšek · Director

MORE CLIENTS

Karlovy Vary Region · Škoda Muzeum · Terezín Fortress · Papilonia Butterfly Houses · Retro Museum Prague · South Bohemian Navigation · Hobby Exhibition Centre Kroměříž · Divadlo Minaret theatre · Town of Vsetín · Nový Jičín Visitor

paseo MEDIA

Travel · Culture · Leisure

Let’s plan your campaign in Czechia.

Get in touch. We’ll start with a call about your goals and send a tailored proposal. We work in English.

SALES

Patrik Bukovský
CEO

+420 602 364 365
sales@paseomedia.cz

OTHER CONTACTS

Campaign materials
podklady@paseomedia.cz

Support and complaints
podpora@paseomedia.cz

Web
paseomedia.cz

Agentura Paseo, s.r.o., trading as PASEO MEDIA
Šaldova 466/34, 186 00 Prague 8 – Karlín, Czech Republic
Company ID (IČO) 09374655

Registered with the Municipal Court in Prague, Section C, File 335351
Traffic data: Google Analytics 4, as of November 2026